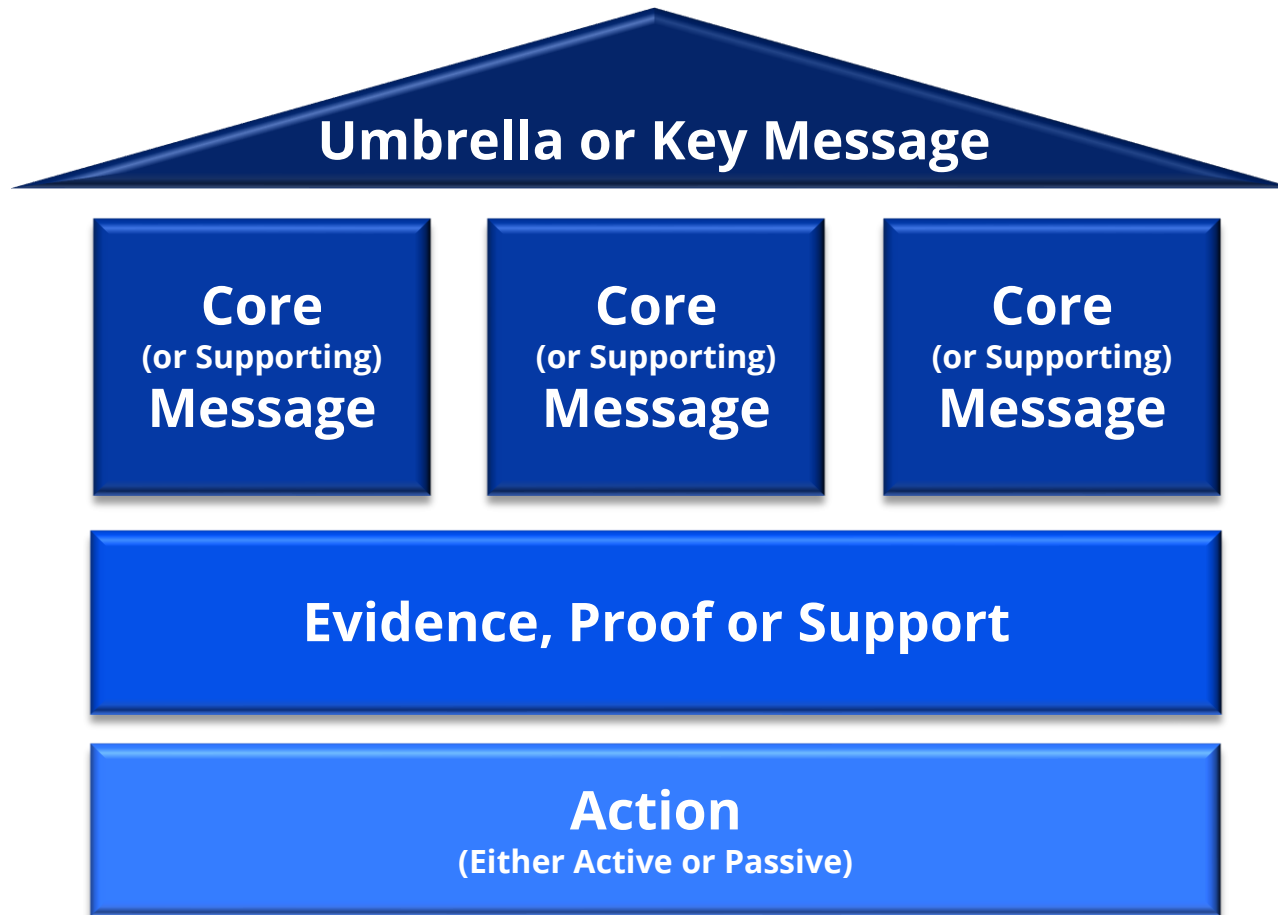


The Message House: Argument & Premise



Key or Umbrella Message



**The single
message you want
the audience to remember**

What action do you want them to consider to do?

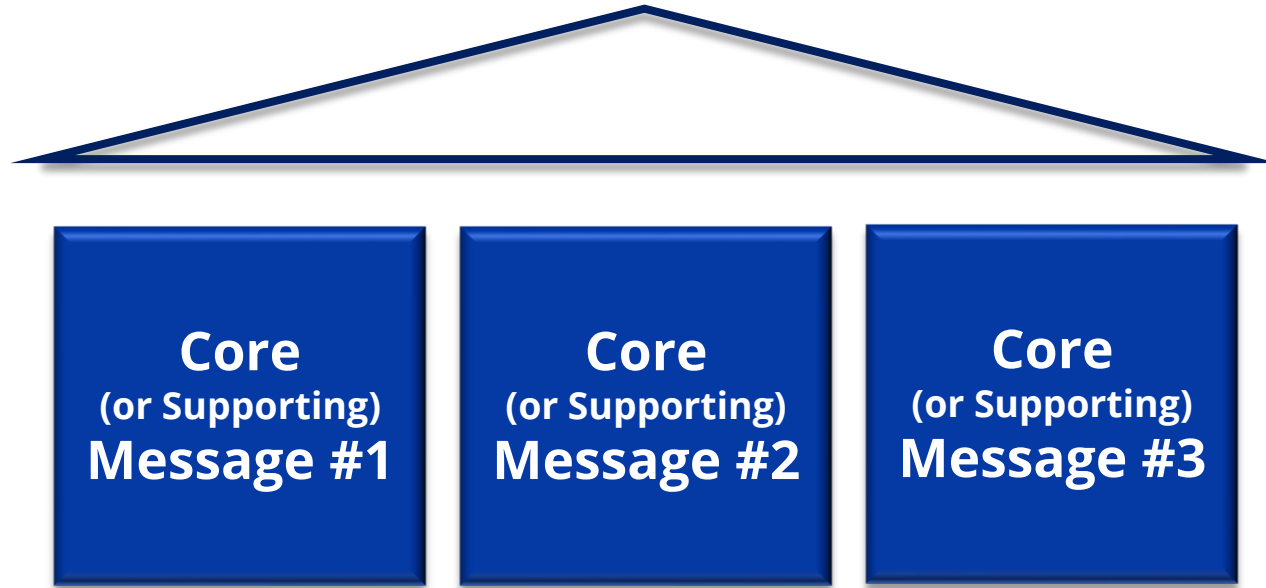
Your main or most important “conclusion” (What you want)

One sentence, one breath, one complete thought

Supports a goal (organisation, department)

Your **Umbrella Message** must sync with your desired **Action**

Core or Supporting Messages



Note each supporting messages below is its own Message House: one overall message with three supporting points

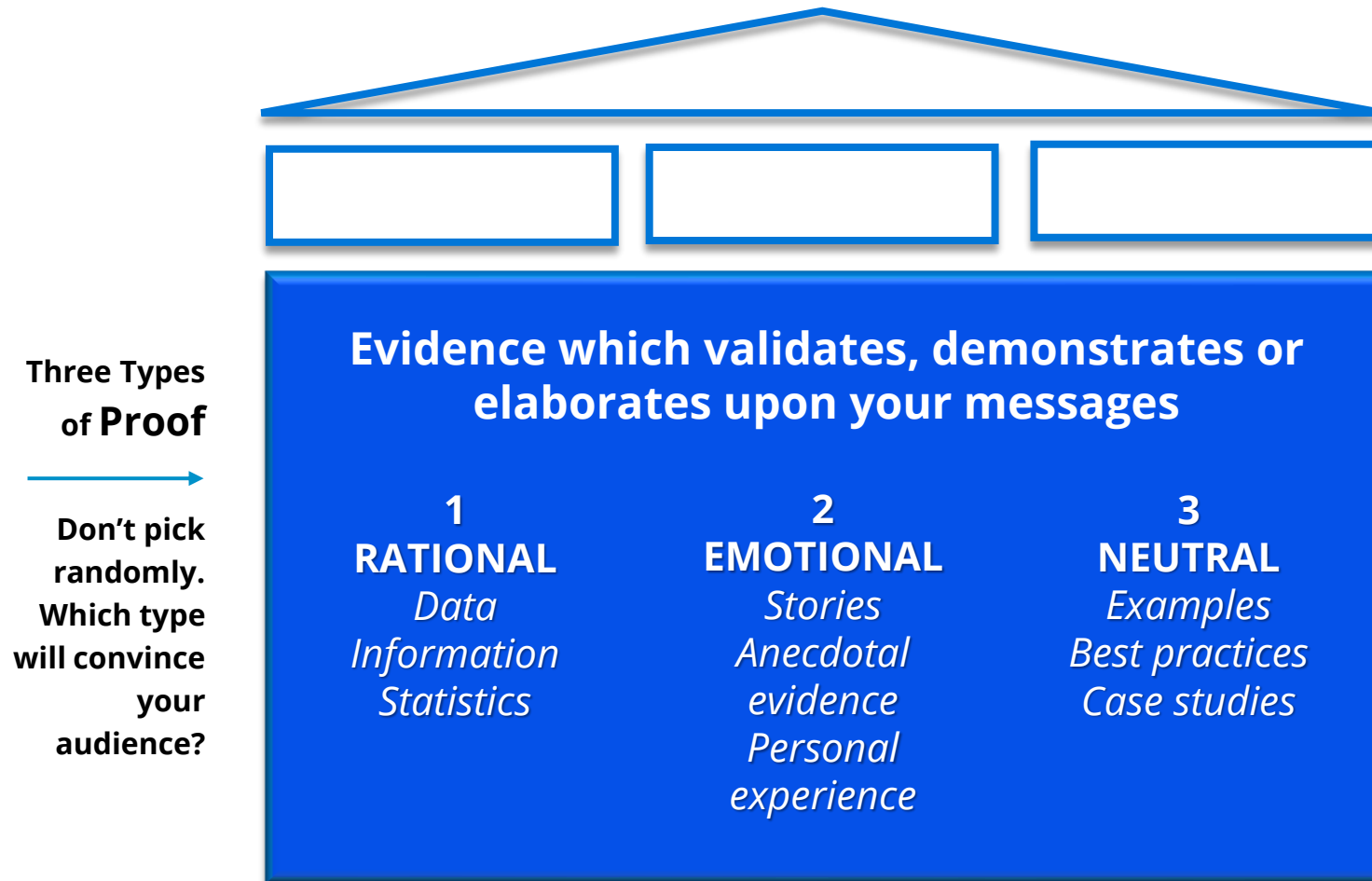
Three statements supporting your Key Message in three ways:

Confirms, rationalises or adds depth (but not minutiae)

They often answer the questions: **How? Why? Why now?**

They should be relevant, plausible and defensible

Evidence, Proof and Support



Action: Active or Passive

What Do You Want Your Audience to
Do (Active) or Consider (Passive)?

Active Action is **preferable**
so you can measure success

Agree that ...

Approve we ...

Buy this ...

Do this ...

Endorse this ...

Submit a ...

Participate in ...

Allow us to ...

Do nothing (for now)

Passive Action is **difficult, if not impossible**, to measure

Consider this ...

Read this ...

Remember this ...

Know this ...

Keep this ...

Every Slide is a Message House

If it's not obvious, PowerPoint (and all other slide-based software) is based on the Message House

